



**Massachusetts Gaming Commission**  
**101 Federal Street, 12th Floor**  
**Boston, MA 02110**

**COMMUNITY MITIGATION FUND**  
***Planning Project Grant Application***  
**BD-17-1068-1068C-1068L-11234**

***Please complete the entire application.***

- |    |   |
|----|---|
| 1. | <u>City of Northampton, MA</u><br>NAME OF MUNICIPALITY/GOVERNMENT ENTITY/DISTRICT   |
| 2. | <u>Office of the Mayor</u><br>DEPARTMENT RECEIVING FUNDS  |
| 3. | <u>David J. Narkewicz, Mayor</u><br>NAME AND TITLE OF INDIVIDUAL RESPONSIBLE FOR HANDLING OF FUNDS  |
| 4. | <u>210 Main Street, Northampton MA 01060</u><br>ADDRESS OF INDIVIDUAL RESPONSIBLE FOR HANDLING OF FUNDS   |
| 5. | <u>(413) 587-1249 mayor@northamptonma.gov</u><br>PHONE # AND EMAIL ADDRESS OF INDIVIDUAL RESPONSIBLE FOR HANDLING OF FUNDS  |
| 6. | <u>David J. Narkewicz, Mayor</u><br>NAME AND TITLE OF INDIVIDUAL AUTHORIZED TO COMMIT FUNDS ON BEHALF OF MUNICIPALITY/GOVERNMENTAL ENTITY                         |
| 7. | <u>210 Main Street, Northampton MA 01060</u><br>ADDRESS OF INDIVIDUAL AUTHORIZED TO COMMIT FUNDS ON BEHALF OF MUNICIPALITY/GOVERNMENTAL ENTITY                    |
| 8. | <u>(413) 587-1249 mayor@northamptonma.gov</u><br>PHONE # AND EMAIL ADDRESS OF INDIVIDUAL AUTHORIZED TO COMMIT FUNDS ON BEHALF OF MUNICIPALITY/GOVERNMENTAL ENTITY |
| 9. | <u>MGM Springfield</u><br>NAME OF GAMING LICENSEE   |

**1. IMPACT DESCRIPTION**

**Please describe in detail the related impact that is attributed to the construction or operation of a gaming facility. Please provide support for the determination that the construction or operation of the gaming facility caused, is causing or may cause the impact.**

Background: The opening of the MGM Springfield casino is projected to attract thousands of visitors to the Pioneer Valley region seeking gaming as well as dining, shopping, entertainment, and other tourism offerings. The City of Northampton, located less than 20 miles north of Springfield, is a nationally recognized arts and entertainment destination supporting over 200 retail businesses, 5 musical entertainment venues, and 343 hotel rooms. These businesses employ hundreds of local residents and Northampton's restaurants and hotels generate over \$7.8 million annually in meals and hotel tax revenues for the City and Commonwealth.

Potential Casino Impacts:

The primary potential impact of MGM Springfield is that its entertainment offerings may divert commerce and consumer spending from Northampton. Many local businesses in Northampton operate on narrow margins so any potential incremental decline in patronage could have a serious impact. In December 2013, the City of Northampton commissioned an analysis by Camoin Associates that determined there could be a 4% to 8% loss of "recreational spending" once the MGM Springfield casino begins operating.

## **2. PROPOSED USE OF PLANNING FUND**

Please identify below the manner in which the funds are proposed to be used. Please provide documentation (e.g. - invoices, proposals, estimates, etc.) adequate for the Commission to ensure that the funds will be used for the cost of planning to mitigate the impact from the construction or operation of a proposed gaming establishment. Please describe how the planning request will address the specific impact indicated. Please attach additional sheets/supplemental materials if necessary.

The City of Northampton is interested in a dual-phase program to address the potential impact of MGM Springfield on its commerce and consumer spending.

Planning Study: \$20,000 to \$35,000

Retain and work with a professional consultant to draft a plan to market Northampton as a visitor destination with a focus on attracting MGM Springfield patrons who may be interested in visiting nearby regional attractions.

Implementation: \$40,000 to \$65,000

These funds will be used to implement the marketing plan and will fulfill the recommendations of the study. The Mayor and his staff will work with local organizations, businesses and institutions to coordinate this effort as well as leverage any financial and in-kind services they can contribute.

**3. IMPACT CONTROLS/ADMINISTRATION OF IMPACT FUNDS**

Please provide detail regarding the controls that will be used to ensure that funds will only be used in planning to address the specific impact. If non-governmental entities will receive any funds, please describe what reporting will be required and how the applicant will remedy any misuse of funds.

Purpose: The funds will be used to work with a consultant to create a marketing and advertising plan designed to attract MGM Springfield casino customers to visit Northampton. Additionally, there will be value in attracting broader visitorship to Northampton as an offset to any potential decrease in downtown spending due to the casino's larger entertainment attractions.

Grant Administration and Controls: The Mayor's office will be responsible for administering the funds, working with the consultant to complete the study and ensuring that the funds are allocated properly and within budget.

**4. CONSULTATION WITH REGIONAL PLANNING AGENCY (RPA)**

Please provide details about the Applicant's consultation with the Regional Planning Agency serving the community.

Pioneer Valley Planning Commission (PVPC): The PVPC has been consulted on this proposal. We are interested in exploring any ways that they can assist our efforts.

**5. MATCHING FUNDS FROM GOVERNMENTAL OR OTHER ENTITY**

Please demonstrate that the governmental or other entity will provide significant funding to match or partially match the assistance required from the Community Mitigation Fund. Please provide detail on what your community will contribute to the planning projects such as in-kind services or planning funds.

City Contribution (In-Kind): The City's Director of Economic Development will be devoting at least 5 hours per week during the planning and implementation stages of this effort, which is 9% of his annual time and approximately \$6,000 to \$8,000 in salary and benefits.

Matching or Partial Contributions: The City will work with local organizations such as the Downtown Northampton Association (DNA), the Greater Northampton Chamber of Commerce, and the Florence Civic and Business Association to leverage in-kind support and/or matching or partial funds.

**6. A PORTION OF THE RESERVE WILL BE USED AS AN OFFSET AGAINST A SPECIFIC IMPACT APPLICATION**

If these funds are to be used to supplement a Specific Impact Mitigation Application, please describe.

N/A

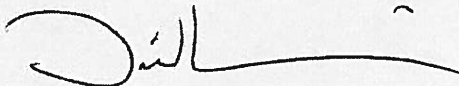
**7. RELEVANT EXCERPTS FROM HOST OR SURROUNDING COMMUNITY AGREEMENTS AND MASSACHUSETTS ENVIRONMENTAL POLICY ACT (MEPA") DECISION**

Please describe and include excerpts regarding the impact and potential mitigation from any relevant sections of the community's Host or Surrounding Community Agreement. Where applicable, please also briefly summarize and/or provide page references to the most relevant language included in the most relevant MEPA certificate(s) or comment(s) submitted by the community to MEPA. Please explain how this impact was either anticipated or not anticipated in that Agreement or such MEPA decision. If planning funds are sought for mitigation not required under MEPA, please provide justification why funding should be utilized to plan for such mitigation. For example, a community could provide information on the significance of potential impacts if the impact exceeds projected estimates.

N/A

**CERTIFICATION BY MUNICIPALITY/GOVERNMENTAL ENTITY**

On behalf of the aforementioned municipality/governmental entity I hereby certify that the funds that are requested in this application will be used solely for the purposes articulated in this Application.



Mayor David J. Narkewicz

Signature of Responsible Municipal  
Official/Governmental Entity

August 15, 2017

Date

**COMMUNITY MITIGATION FUND PLANNING PROJECT APPLICATION**

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**APPROVAL OF THE MASSACHUSETTS GAMING COMMISSION**

On behalf of the Massachusetts Gaming Commission, the Commission hereby authorizes the payment from the Community Mitigation Fund in accordance with M.G.L. c. 23K as outlined in this Application.

\_\_\_\_\_  
**Executive Director**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Ombudsman**

\_\_\_\_\_  
**Date**